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ABSTRACT

This annual report highlights the activities and accomplishments of Daytona Beach Community College's Center for Small Business (CSB), which offers on an ongoing basis counseling sessions, seminars, workshops, and a resource library for local businesses. Following introductory material which describes the CSB advisory board and summarizes recent projects, the report lists the training workshops and seminars conducted by the Center and notes the national recognition accorded to the CSB by the American Association of Community and Junior Colleges. Among the other activities and projects cited are: (1) a demonstration project to train older adults in small business management; (2) counseling services; (3) activities undertaken as a Department of Commerce "multiplier" (as such the CSB offers services and counseling sessions to business owners on topics such as exporting and business planning for start up and growth); (4) involvement in Junior Achievement, the Small Business Coordinating Council, and other community agencies; and (5) efforts targeted toward the minority community through the planning of a Community Development Corporation. Finally, the report underscores Daytona Beach Community College's commitment to the CSB, which is evidenced by the provision of faculty salaries and space. A list of 1981 seminars and workshops, which indicates their duration and number of participants, is appended. (KL)

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CENTER FOR SMALL BUSINESS ANNUAL REPORT

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Center for Small Business, Daytona Beach, Florida

1981

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CFSB CENTER FOR SMALL BUSINESS

DAYTONA BEACH COMMUNITY COLLEGE
AND PRIVATE INDUSTRY COUNCIL

The Center for Small Business of Daytona Beach Community College operates effectively through involvement from the private sector. The center offers private counseling services, seminars and workshops, and a resource library for the local business community.

From its inception the Center has taken direction from an advisory board composed of business people familiar with the needs and issues concerning this group. Board members include a tax attorney, bank vice-president, and several owner/managers of small businesses. Business community access and involvement was increased when the Center was combined with the Cooperative Education and Placement services under common administration. (Cooperative Education uses the work place as a laboratory blending classroom theory with actual experiences under the guidance of a faculty member. In effect, business owners and managers become adjunct faculty lending additional realism to the academic curriculum.)

Many of the Center for Small Business services are ongoing, utilizing existing sources for counseling (such as Small Business Administration, U.S. Department of Commerce, and state agencies.)

Workshops, reacting to the needs of the community are co-sponsored with such groups as Chambers of Commerce, National Association of Accountants, World Trade Council, Small Business Administration, State & Federal agencies, etc.

Special projects, undertaken by the Center for Small Business, include the RISE (Readying Individuals for Successful Entrepreneurship) program and OPSB (Older Persons in Small Business) program. The RISE program is offered in cooperation with the Volusia Council for Employment and Economic Development. Upon completion of the eleven week RISE course, participants will have attained skills in operating businesses of their own. A screening committee determines final entry into the program after candidates have undergone testing and assessment of their saleable and literate skills. Included on the screening committee are bankers and businessmen.

OPSB, a special project sponsored as a demonstration by the American Association of Community and Junior Colleges and the Administration on Aging, offers courses and individual instruction so people 55 or older can become employed through ownership of a small business.

The Center for Small Business resource library is used by all segments of the business and educational community as a source for information on the community and its economy as well as for specific managerial and technical information.

Many of the services of the Center for Small Business are offered in coordination with the Volusia/Flagler Small Business Coordinating Council. This is an informal coalition of Chamber leaders, SCORE (Service Corps of Retired Executives) personnel, educators and others within Volusia and Flagler counties who offer services to the small business community.

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CENTER FOR SMALL BUSINESS ANNUAL REPORT

Over the past year the Center for Small Business, co-sponsored by the Daytona Beach Community College and the Private Industry Council, has accomplished a great deal.

In the area of training, more than 700 Volusians attended 23 workshops and seminars (an average of 2 workshops monthly between January and December.) Each student attended an average of 8 hours. Training covered such subjects as Export Management, Sales & Use Tax Procedures, Business Basics, Financial Recordkeeping, Women in Business, Minority Business Forum, Advertising & Marketing, and Business Planning. Such personal business skills as Time and Stress Management were also offered. Workshop cosponsors include the Chambers of Commerce in Holly Hill, New Smyrna Beach, Deland, Ormond, Port Orange and Daytona Beach; the Florida Department of Commerce and Department of Revenue; the U.S. Department of Commerce; Daytona Beach Community College Women's Center, Photography Department; the Casements and other local arts organizations, the Daytona Beach Advertising Federation; and the U.S. Small Business Administration (SBA).

In December of 1980, the Center was competitively selected as a member of the nationwide Small Business Training Network. This network is a project cosponsored by the American Association of Community and Junior Colleges (AACJC) and the U.S. SBA. The purpose of this project is to support community colleges' efforts to provide high quality training programs and services to the small business community. The CFSB was highlighted at the national conference of AACJC during which Dr. Charles H. Polk, Evelyn Fine and Charles R. Mojock presented the Center concept as a model for delivery of services to small business through the community college.

In July of this year, the Center was awarded a 6 month grant by the AACJC and the Administration on Aging of the U.S. Department of Health and Human Services. The college is one of 10 community colleges in the country to be selected to participate in a demonstration project of training Older Persons in Small Business. The Center will provide training in small business for persons over the age of 55 and evaluate the interest in small business among this group and the effectiveness of the training modules which were developed jointly by the CFSB research faculty, the other participating colleges, and the AACJC.

Counseling services were offered, through the Center for Small Business, by the Assistant Director (Bob Heckel) of the Small Business Development Center (SBDC) at the University of Central Florida. Nearly 50 counseling

sessions were held between October and May, and follow up conducted by the Center for Small Business staff as well as Mr. Heckel.

The Center for Small Business has been designated a multiplier by the United States Department of Commerce and as such, services to the business community are offered. Jack Marshall, District Trade Specialist, conducts counseling sessions at least one day each month. Since March of this year, Mr. Marshall has conducted about 30 sessions with Volusia business owners, a number of which were concerning export. Other sessions concerned business planning for start-up and growth. Additionally, with Mr. Marshall's assistance the Center for Small Business has been instrumental in forming a Volusia County chapter of the World Trade Council of Central Florida. This group brings together those businesses active in international trade as well as those service firms which support them. The Coordinator of the Center for Small Business serves this group as secretary. Through the Department of Commerce the Center for Small Business has access to such resources as printed materials and reports as well as staff expertise. This is the first time the Department of Commerce has had an active involvement in this area and staff has acknowledged this to be the direct result of the presence of a vehicle for delivery of services.

Also, referrals for counseling have been made to the SCORE (Service Corps of Retired Executives) chapters in both West Volusia and East Volusia. Assessment of telephone and walk-in contacts also have resulted in referrals to the area representative of the Florida Department of Commerce, economic development division; area Chambers of Commerce, Committees of 100; Department of Employment and Training, etc. Additionally, information on licensing, taxes and regulatory agencies have been regularly provided to members of the business community who have phoned and/or visited the center.

A brochure describing specific steps to take when starting a business was written by center faculty and is available through the center. The brochure contains addresses and phone numbers of various agencies that license and regulate business as well as community resources for small business owners.

Center staff regularly participate in meetings of the Volusia/Flagler Small Business Coordinating Council, for the purpose of sharing information and resources among various groups who offer services to the Small Business community. These include Stetson University, University of Central Florida SBDC, Private Industry Council, SCORE, Florida State Employment Service; National Association of Accountants, Florida Department of Commerce, Chambers of Commerce, etc.

Center staff has become involved in bringing the Junior Achievement program to Volusia County schools, developing lists of community contacts, meeting with Central Florida JA representatives and local business people, acting as liaison with the school board and JA. The center will continue to support the program, lending technical assistance to the JA business, staff and volunteers.

The Center for Small Business has retained a presence in the minority

community, encouraging the development of plans for a Community Development Corporation; offering a forum for minority business owners to meet with establishment members such as banks and professionals as well as city government officials.

The Center and the college belong to the Volusia Manufacturers Association and are involved in planning for training programs for this group.

The college's commitment to the Center for Small Business remains strong; with the institution electing to pick up the cost of the administrator's salary and that of the secretary. From temporary quarters, the Center has been moved to space in the student services building; offering easy and comfortable access to members of the community. In an effort to expand the center's visibility and outreach capabilities, the center will share facilities with the college's placement and cooperative education program. This will enable integration of services to the small business community with one stop availability for personnel, interns, technical assistance, counseling, and training.

CF CENTER FOR SB SMALL BUSINESS

DAYTONA BEACH COMMUNITY COLLEGE
AND PRIVATE INDUSTRY COUNCIL

1981 SEMINARS AND WORKSHOPS

January 12 June 8	Improving Management Series - 6 Hrs. - Holly Hill - 31 Participants
January 27	Small Business Planning Seminar - 8 hrs. - New Smyrna Beach - 26 Participants
February 16 March 23	Small Business Success: The Minority Entrepreneur - 10 hrs. - Daytona Beach - 10 Participants
February 20	Small Business Success: The Woman Entrepreneur - 6 hrs. - Daytona Beach - 60 Participants
March 17	Export Development and Documentation - 6 hrs. - Daytona Beach - 30 Participants
April 22- March 27	Management Skills for Retail and Service Business Owners - 12 hrs. - Ormond Beach - 60 Participants
April 23- May 14	Small Business Management Series - 10 hrs. - New Smyrna Beach - 25 Participants
April 30 June 25	Small Business Success: Export Management - 27 hrs. - Daytona Beach - 23 Participants
May 12	Business of Art and the Artist - 7 hrs. - Daytona Beach - 110 Participants
May 21	Small Business Planning Seminar - 6 hrs. - Deland - 23 Participants
June 10	Small Business Planning Seminar - 7.5 hrs. - Port Orange - 30 Participants
July 28	Sales and Use Tax Procedures - 2 hrs. - Daytona Beach - 60 Participants
August 6	Small Business Success: Your Advertising Dollar - 7 hrs. - Daytona Beach - 27 Participants
September 22	Small Business Success: Older Persons in Small Business - 6 hrs. - Daytona Beach - 25 Participants
September 24	Advertising and Promotion - 3 hrs. - Deland - 20 Participants
October 6	Small Business Success: Older Persons in Small Business - 2.5 hrs. - Deltona - 20 Participants
October 12	Active Listening Skills - 2 hrs. - Holly Hill - 10 Participants

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October 13	Economic Recovery Tax Act - 2 hrs - Daytona Beach - 20 Participants
October 21	International Letter of Credit - 3 hrs. - Daytona Beach - 20 Participants
October 22	Stress Management - 2 hrs. - Daytona Beach - 15 Participants
October 29	Rapid Deposit System for State Sales Tax - 2 hrs. - Daytona Beach - 60 Participants
November 9	Small Business Success: The Veteran - 7 hrs. - Daytona Beach - 23 Participants
November 13-14	Making Inventions Work - 16 Hrs. - Daytona Beach -
December 3	Small Business Success: Your Computer Choices - 7 hrs. - Daytona Beach -

Total Seminars	23
Total Training Hours	197 hrs.
Total Participants	728
Average Seminar Length	8.5 hrs.
Average Attendance	32

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